

MARKET RESEARCH FOR METAL POWDER COMPANY

ABOUT ADVANTAGE METAL POWDERS INC. Founded in 2001, Advantage Metal Powders (AMP) manufactures quality remill and virgin powder metal mixes, at a competitive price, with on-time delivery. Located in small town of Ridgway, in Elk County, Pennsylvania, AMP employs 17 full-time workers.

THE CHALLENGE. Advantage Metal Powders wanted to expand its customer base to increase revenue and diversification. Company leaders reached out to Pennsylvania's Northwest Industrial Resource Center (NWIRC), a NIST MEP affiliate, for assistance in performing market research. They asked NWIRC to help produce a list of potential customers for their existing products and services, and to conduct research on other industries in need of powder and blending services.

MEP CENTER'S ROLE. NWIRC's Manufacturing Technology Engineer, Michael Griffith, conducted market research for Advantage Metal Powders. He focused on the metal powder industry, examining such metrics as market size, competitors, material uses, industries and processes using metal powders. Griffith identified 14 markets that utilize metal powders in their operations, five of which are viable markets for AMP to direct business development resources. He also identified 10 to 20 prospects in each market for AMP to contact and inquire as to need and fit. The estimated impact will be clearer in six months to a year after AMP has had time to develop business relationships, but the company expects to increase sales by several million dollars in the next five years.

"Working with the NWIRC was an extremely smooth and easy process. The report was very thorough and will be extremely beneficial to our future sales and business growth."

-Jason Gabler, Owner

RESULTS



New markets and customer base



\$4 to \$5 million over 5 years

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